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**JAN 22 2009**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

First Named Applicant: Plow	)	Art Unit: 3688
	)	
Serial No.: 09/922,201	)	Examiner: Lastra
	)	
Filed: August 2, 2001	)	<b>STL9-2000-0037-US1</b>
	)	
For: <b>SYSTEM, METHOD, AND COMPUTER PROGRAM</b>	)	January 22, 2009
<b>PRODUCT FOR SELECTIVELY DISPLAYING</b>	)	750 B Street, Suite 3120
<b>INTERNET ADVERTISEMENTS</b>	)	San Diego, CA 92101
	)	

**RESPONSE TO OFFICE ACTION**

Commissioner of Patents and Trademarks  
Washington, DC 20231

Dear Sir:

This responds to the Office Action dated November 25, 2008.

1178-5.AMG